

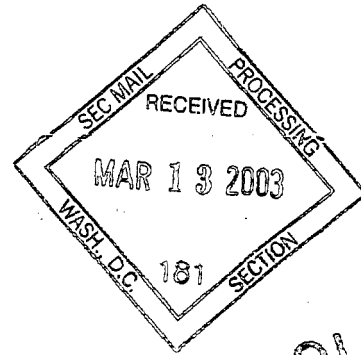


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Corporate Communications /
Investor Relations

Date March 3, 2003
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Subject ADR file nr. 82-2876



SUPPL

Dear Sirs,

Please find enclosed the following press release:

- **VNU TO SELL ITS 35% STAKE IN INDEPENDENT MEDIA HOLDING**
dated March 3, 2003.

With kind regards,
VNU bv

Rob de Meel
Director

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Press release

Date

March 3, 2003

VNU TO SELL ITS 35% STAKE IN INDEPENDENT MEDIA HOLDING

Haarlem, The Netherlands - VNU, a leading international media and information company, today announced that it is selling its 35% stake in Independent Media Holding bv to the remaining shareholders.

Founded in 1992, Independent Media is the largest publisher of consumer magazines in Russia. The sale of Independent Media Holding bv completes VNU's previously announced strategy to divest all consumer information activities.

VNU is one of the world's leading media and information companies. Its core activities are marketing information, media measurement & information, business information and directories. VNU is active in more than 100 countries, spread across all continents. The company employs approximately 38,000 people and has annual revenues of more than EUR 4.3 billion.

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